



Confidentiality Claimed
\$552.110

ADVERTISING MEDIA SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission has issued a Request for Proposals for Advertising Media Services, and we are currently evaluating vendor proposals and checking vendor references. Your name was provided to us as a reference for **THE ATKINS GROUP**. Please complete and return this questionnaire to Roxanne Koltermann, Contract Specialist, @ roxanne.koltermann@lottery.state.tx.us by 4 p.m. (CST) on Wednesday, March 23, 2022. Thank you for taking the time to assist us in this review.

Please provide the following:

Company Name: [REDACTED]

Your Name: [REDACTED]

Phone number: [REDACTED]

1. What was your general satisfaction with **THE ATKINS GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 (7)

Comments:

2. What services did **THE ATKINS GROUP** provide for you? Please mark those that are applicable.

- ☒ Media Planning
- ☒ Media Buying
- ☒ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE ATKINS GROUP's** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 5 6 (7) N/A

Comments:

- Media Buying: 1 2 3 4 5 6 (7) N/A

Comments:

- Experiential: 1 2 3 4 5 6 (7) N/A

Comments:

4. Please rate **THE ATKINS GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 1 2 3 4 5 6 (7) N/A

Comments:

Ability to resolve problems: 1 2 3 4 5 6 (7) N/A

Comments:

Adherence to timelines: 1 2 3 4 5 6 (7) N/A

Comments:

5. In your opinion, what are **THE ATKINS GROUP's** strengths?

Please explain: They are able to listen to the needs for our team and our needs and make them happen

6. In your opinion, what are **THE ATKINS GROUP's** weaknesses?

Please explain: At this point I would have to say that their biggest weakness is over communicating to our team and because we have so many projects going on this at times can be a little confusing.

7. Would you hire **THE ATKINS GROUP** again? (Yes) No

If not, why? Yes, without a doubt, we have gone out to bid three times and all three times we have contracted with the Atkins Group.

8. May we contact you with follow-up questions? (Yes) No

Thank you!



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Please provide the following:

Company Name: [REDACTED]

Your Name: [REDACTED]

Phone number: [REDACTED]

1. What was your general satisfaction with **THE ATKINS GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 **7**

Comments: The Atkins Group overall met and exceeded our marketing needs, they studied the history [REDACTED] and build on that.

2. What services did **THE ATKINS GROUP** provide for you? Please mark those that are applicable.

- ☒ Media Planning
- ☒ Media Buying
- ☒ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE ATKINS GROUP's** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 5 **6** 7 N/A

Comments: Very thorough media plan with outlooks for near future and beyond as requested.

- Media Buying: 1 2 3 4 5 (6) 7 N/A

Comments:

- Experiential: 1 2 3 4 (5) 6 7 N/A

Comments: [REDACTED] was readily building events marketing, but COVID-19 hit and we weren't able to fulfill more.

4. Please rate **THE ATKINS GROUP's** performance in the following areas: (1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Customer service: 1 2 3 4 5 6 (7) N/A

Comments: Very professional and responsive

Ability to resolve problems: 1 2 3 4 5 6 (7) N/A

Comments: During the pandemic, they were able to shift messaging of our ongoing campaign and understood our budget cuts because of pandemic.

Adherence to timelines: 1 2 3 4 5 6 (7) N/A

Comments: Always met deadlines and fulfilled our goals.

5. In your opinion, what are **THE ATKINS GROUP's** strengths?

Please explain: Professional, attentive, detail oriented, dedicated staff

6. In your opinion, what are **THE ATKINS GROUP's** weaknesses?

Please explain: None

7. Would you hire **THE ATKINS GROUP** again? (Yes) No

If not, why? Absolutley!

8. May we contact you with follow-up questions? Yes No

Thank you!



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Please provide the following:

Company Name: _____

Your Name: _____

Phone number: _____

1. What was your general satisfaction with **THE ATKINS GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 7

Comments: TAG works with our organization like a true partner. They understand our voice, our messaging and our culture.

2. What services did **THE ATKINS GROUP** provide for you? Please mark those that are applicable.

☒
☒
☐

Media Planning

Media Buying

Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE ATKINS GROUP's** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 5 6 7 N/A

Comments: TAG is a great partner throughout the creative process and a trusted advisor in the types of media we need to consider.

- Media Buying: 1 2 3 4 5 6 7 N/A

Comments: TAG demonstrated an ability to secure media rapidly when given a tight deadline. They also proactively brought us packages around special programming

- Experiential: 1 2 3 4 5 6 7 N/A

Comments:

4. Please rate **THE ATKINS GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 1 2 3 4 5 6 7 N/A

Comments: Super responsive, makes it happen when given tight deadlines or changing deadlines, communication is clear/concise, able to hop on a call with very short notice

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

Comments: Receptive to creative guidance but will also assert their expert opinion when appropriate which our organization appreciates.

Adherence to timelines: 1 2 3 4 5 6 7 N/A

Comments: I do not recall TAG missing a deadline or complaining when we need to move quickly or change a deadline on them!

5. In your opinion, what are **THE ATKINS GROUP's** strengths?

Please explain: Creative process and talent, meaningful time spent getting to know our organization, very good about providing a variety of options.

6. In your opinion, what are **THE ATKINS GROUP's** weaknesses?

Please explain: Small firm means dependency on a small number of people (not a ton of depth), account management turnover (we tend to work directly with one of the principals)

7. Would you hire **THE ATKINS GROUP** again? Yes No

If not, why?

8. May we contact you with follow-up questions? **Yes** No

Thank you!



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Please provide the following:

Company Name: _____

Your Name: _____

Phone number: _____

1. What was your general satisfaction with **THE ATKINS GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 7

Comments: The Atkins Group has been wonderful to work with, very responsive and very creative

2. What services did **THE ATKINS GROUP** provide for you? Please mark those that are applicable.

- X Media Planning
- X Media Buying
- X Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE ATKINS GROUP's** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 5 6 7 N/A

Comments:

- Media Buying: 1 2 3 4 5 6 7 N/A

Comments:

- Experiential: 1 2 3 4 5 6 7 N/A

Comments:

4. Please rate **THE ATKINS GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 1 2 3 4 5 6 7 N/A

Comments:

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

Comments:

Adherence to timelines: 1 2 3 4 5 6 7 N/A

Comments:

5. In your opinion, what are **THE ATKINS GROUP's** strengths?

Please explain: Very Creative, and also knowledgeable about our market and our message. But they also didn't put creativity above good sense or the constraints of working with State Government. In addition, they have always made themselves available and have always listened to our needs and interests.

6. In your opinion, what are **THE ATKINS GROUP's** weaknesses?

Please explain: I have not seen any real weaknesses. I might say that they are in Texas and we are in [REDACTED] but they have really made that work with a Public Relations company here in [REDACTED] and always being available to come here or work with us online.

7. Would you hire **THE ATKINS GROUP** again? Yes No
Yes, absolutely.
If not, why?

8. May we contact you with follow-up questions? Yes No

Yes.

Thank you!